

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Woo Sung Lee	:	
	:	Examiner: Nathan C. Uber
	:	
Serial No.: 10/599,923	:	Group Art Unit: 3622
	:	
Filed: October 13, 2006	:	Attorney Docket No.: 56587.43
	:	
For: METHOD FOR CONTROLLING	:	Customer No.: 27128
DISPLAY OF KEYWORD	:	
ADVERTISEMENT IN INTERNET	:	Confirmation No.: 6610
SEARCH ENGINE AND A SYSTEM	:	
THEREOF	:	
	:	
Last Office Action: December 26, 2008	:	

**AMENDMENT B**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed December 26, 2008, Applicant submits the following Amendment and Response with the accompanying Request for Continued Examination documents.

**Amendments to the Claims** are reflected in the listing of claims which begin on page 2 of this document.

**Remarks/Arguments** begin on page 12 of this document.